

**IN THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the present application:

1-21. (Canceled)

22. (New) A method comprising:

aggregating data gathered from a plurality of networked sources, wherein the data includes a plurality of documents;

cleaning the aggregated data by removing superfluous data elements, including navigational and advertising elements, and extracting metadata and an actual body of a document from the aggregated data;

storing the cleaned data in a database;

receiving a set of search criteria, submitted by a user, for performing a search, the set of search criteria including a criterion assigning a weight to a particular networked source of data;

generating a data analysis from the stored cleaned data, based on the set of search criteria submitted by the user;

generating a reporting analysis based on results of the data analysis; and

formatting the reporting analysis in accordance with previously obtained user preferences.

23. (New) A method as recited in claim 22, wherein the reporting analysis focuses on a particular user-specified business department within a particular user-specified industry.

24. (New) A method as recited in claim 22, wherein the reporting analysis focuses on a particular user-specified industry, which is one of: high-technology, electronics, automotive, financial services, and entertainment.

25. (New) A method as recited in claim 22, wherein the reporting analysis focuses on a particular user-specified business department which is one of: marketing, support, finance, research and development, sales, and executive.

26. (New) A method as recited in claim 22, wherein the search criteria comprise publication listings and/or the timeframe in which publications have been published.

27. (New) A method as recited in claim 22, wherein the reporting analysis applies performance metrics according to the data gathered from the user.

28. (New) A method as recited in claim 22, further comprising storing the search criteria in association with the user in a memory.

29. (New) A method as recited in claim 22, wherein the data analysis analyzes the stored cleaned data for particular types of relationships.

30. (New) A method as recited in claim 29, wherein the data analysis further analyzes the stored cleaned data for keywords.

31. (New) A method as recited in claim 30, wherein the data analysis further analyzes the stored cleaned data for prominence.

32. (New) A method as recited in claim 22, further comprising:

performing a historical analysis of previous sets of search criteria provided and modified by the user; and

automatically and transparently modifying the search criteria if the historical analysis indicates a refined version of the search criteria.

33. (New) A machine-readable program storage medium storing instructions which, when executed by a machine, cause the machine to perform a process comprising:

aggregating data gathered from a plurality of networked sources, wherein the data includes a plurality of documents;

cleaning the aggregated data by removing superfluous data elements, including navigational and advertising elements, and extracting metadata and an actual body of a document from the aggregated data;

storing the cleaned data in a database;

receiving a set of search criteria, submitted by a user, for performing a search, the set of search criteria including a criterion assigning a weight to data gathered from a particular networked source of data;

generating a data analysis from the stored cleaned data, based on the set of search criteria submitted by the user;

generating a reporting analysis based on results of the data analysis, wherein the reporting analysis focuses on a particular user-specified business department within a particular user-specified industry; and

formatting the reporting analysis in accordance with previously obtained user preferences.

34. (New) A machine-readable program storage medium as recited in claim 33, wherein the particular user-specified industry is one of: high-technology, electronics, automotive, financial services, and entertainment.

35. (New) A machine-readable program storage medium as recited in claim 34, wherein the particular user-specified business department is one of: marketing, support, finance, research and development, sales, and executive.

36. (New) A machine-readable program storage medium as recited in claim 33, wherein the search criteria comprise publication listings and/or the timeframe in which publications have been published.

37. (New) A machine-readable program storage medium as recited in claim 33, wherein the reporting analysis applies performance metrics according to the data gathered from the user.

38. (New) A machine-readable program storage medium as recited in claim 33, further comprising storing the search criteria in association with the user in a memory.

39. (New) A machine-readable program storage medium as recited in claim 33, wherein the data analysis analyzes the stored cleaned data for particular types of relationships.

40. (New) A machine-readable program storage medium as recited in claim 39, wherein the data analysis further analyzes the stored cleaned data for keywords.

41. (New) A machine-readable program storage medium as recited in claim 40, wherein the data analysis further analyzes the stored cleaned data for prominence.

42. (New) A machine-readable program storage medium as recited in claim 33, wherein said process further comprises:

performing a historical analysis of previous sets of search criteria provided and modified by the user; and

automatically and transparently modifying the search criteria if the historical analysis indicates a refined version of the search criteria.

43. (New) An automated networked system comprising:

a data aggregating device to aggregate data gathered from a plurality of networked sources, wherein the data includes a plurality of documents;

a data cleaning device to clean the aggregated data by removing superfluous data elements, including navigational and advertising elements, and to extract metadata and an actual body of a document from the aggregated data;

a data warehouse to store the cleaned data;

a data analysis module including a plurality of modules, each to perform a different type of analysis, the data analysis module to receive a set of search criteria, submitted by a user, for performing a search, the set of search criteria including a criterion assigning a weight to data gathered from a particular networked source of data and to generate a data analysis from the stored cleaned data, based on the set of search criteria submitted by the user; and

a data search processing unit to generate a reporting analysis based on results of the data analysis and to format the reporting analysis in accordance with previously obtained user preferences.

44. (New) An automated networked system as recited in claim 43, wherein the reporting analysis focuses on a particular user-specified business department within a particular user-specified industry.

45. (New) An automated networked system as recited in claim 43, wherein the reporting analysis focuses on a particular user-specified industry, which is one of: high-technology, electronics, automotive, financial services, and entertainment.

46. (New) An automated networked system as recited in claim 43, wherein the reporting analysis focuses on a particular user-specified business department which is one of: marketing, support, finance, research and development, sales, and executive.

47. (New) An automated networked system as recited in claim 43, wherein the search criteria comprise publication listings and/or the timeframe in which publications have been published.

48. (New) An automated networked system as recited in claim 43, wherein the reporting analysis applies performance metrics according to the data gathered from the user.

49. (New) An automated networked system as recited in claim 43, further comprising storing the search criteria in association with the user in a memory.

50. (New) An automated networked system as recited in claim 43, wherein the data analysis includes a relationships module to analyze the stored cleaned data for particular types of relationships.

51. (New) An automated networked system as recited in claim 50, wherein the data analysis module includes a keywords module to analyze the stored cleaned data for keywords.

52. (New) An automated networked system as recited in claim 51, wherein the data analysis module includes a prominence module to analyze the stored cleaned data for prominence.

53. (New) An automated networked system as recited in claim 43, wherein the data search processing unit is further to:

performing a historical analysis of previous sets of search criteria provided and modified by the user; and

automatically and transparently modifying the search criteria if the historical analysis indicates a refined version of the search criteria.